

## Consumer Spending Patterns

Place (see appendix for geographies), Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
<b>Apparel:</b>								
<b>Total Apparel</b>	83,274	97,360	2,342	2,602	7,311	8,151	165	162
Women's Apparel	23,969	27,662	674	739	2,104	2,316	168	165
Men's Apparel	15,310	17,446	431	466	1,344	1,461	153	150
Girl's Apparel	4,998	5,949	141	159	439	498	153	155
Boy's Apparel	4,029	4,671	113	125	354	391	145	146
Infant's Apparel	1,710	1,898	48	51	150	159	139	136
Footwear (excl. Infants)	8,745	10,038	246	268	768	840	152	151
Other Apparel Prods/Services	24,513	29,695	690	794	2,152	2,486	186	178
<b>Entertainment:</b>								
Sports and Recreation	27,126	34,687	763	927	2,381	2,904	170	167
TV, Radio and Sound Equipment	30,077	38,636	846	1,033	2,640	3,234	143	139
Reading Materials	8,923	9,495	251	254	783	795	147	146
Travel	31,063	39,091	874	1,045	2,727	3,273	186	181
Photographic Equipment	2,184	2,276	61	61	192	191	158	153
<b>Food at Home:</b>								
<b>Total Food at Home</b>	85,235	97,493	2,398	2,606	7,483	8,162	128	128
Cereal Products	4,415	4,698	124	126	388	393	128	129
Bakery Products	8,572	9,579	241	256	753	802	129	129
Fish and Seafood	2,108	2,836	59	76	185	237	144	144
Meats (All)	15,893	17,548	447	469	1,395	1,469	116	117
Dairy Products	8,982	9,849	253	263	789	825	130	130
Fresh Milk and Cream	2,276	2,436	64	65	200	204	126	127
Eggs	1,088	1,288	31	34	96	108	132	132
Other Dairy Products	5,617	6,126	158	164	493	513	132	131
Fruits and Vegetables	10,777	12,759	303	341	946	1,068	137	137
Juices	2,803	3,166	79	85	246	265	141	140
Sugar and Other Sweets	5,818	6,674	164	178	511	559	132	133
Fats and Oils	778	940	22	25	68	79	125	126
Nonalcoholic Beverages	8,926	9,753	251	261	784	817	126	127
Prepared Foods	16,164	19,690	455	526	1,419	1,648	127	127



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<b>Health Care:</b>								
<b>Total Health Care</b>	49,259	70,917	1,386	1,896	4,324	5,937	111	109
Medical Services	24,909	31,341	701	838	2,187	2,624	131	130
Prescription Drugs	22,199	36,859	624	985	1,949	3,086	94	95
Medical Supplies	2,151	2,718	61	73	189	228	138	138
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	11,349	14,167	319	379	996	1,186	175	170
Domestic Textiles	4,454	5,653	125	151	391	473	158	154
Window and Furniture Covers	6,895	8,513	194	228	605	713	188	183
<b>Total Furniture</b>	14,488	17,861	408	477	1,272	1,495	162	159
Bedroom Furniture	3,697	4,455	104	119	325	373	150	148
Living/Dining Room Furniture	6,464	7,609	182	203	567	637	165	162
Other Furniture	4,327	5,797	122	155	380	485	168	164
Major Appliances	5,147	5,782	145	155	452	484	137	134
Small Appliance/Houseware	13,114	15,533	369	415	1,151	1,300	175	171
Misc Household Equipment	8,201	10,280	231	275	720	861	138	135
<b>Misc Personal Items:</b>								
Personal Care Products and Services	14,852	18,724	418	500	1,304	1,568	132	130
Personal Expenses and Services	30,020	39,031	844	1,043	2,635	3,268	165	164
Smoking Prods/Supplies	6,332	7,058	178	189	556	591	67	65
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	25,613	34,935	720	934	2,249	2,925	174	172
Room and Board	1,865	1,889	52	50	164	158	177	174
Tuition/School Supplies	23,748	33,046	668	883	2,085	2,767	174	172
Pet Expenses	7,400	9,598	208	257	650	804	138	139
Day Care	6,627	7,959	186	213	582	666	186	185
Contributions (All)	43,527	47,679	1,224	1,274	3,821	3,992	215	202



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Place (see appendix for geographies), Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	5,573	7,078	157	189	489	593	134	134
<b>Total Food away from Home</b>	79,559	94,342	2,238	2,522	6,984	7,898	143	141
Breakfast and Brunch	5,738	7,671	161	205	504	642	130	128
Dinner	23,893	25,370	672	678	2,098	2,124	151	148
Lunch	22,342	28,772	628	769	1,961	2,409	141	140
Snacks and Non Alcoholic Beverage	8,764	12,119	247	324	769	1,015	133	131
Catered Affairs	2,423	2,556	68	68	213	214	183	178
Food and Nonalcoholic Bevgs on Trips	16,398	17,855	461	477	1,440	1,495	142	140
<b>Total Alcoholic Beverages</b>	19,672	22,854	553	611	1,727	1,913	139	136
Alcoholic Beverages at Home	13,020	14,963	366	400	1,143	1,253	134	130
Alcoholic Beverages away from Home	6,651	7,891	187	211	584	661	152	149
<b>Shelter and Related Expenses:</b>								
Household Services	10,815	13,716	304	367	949	1,148	178	176
Household Repairs	20,895	23,074	588	617	1,834	1,932	155	150
<b>Total Housing Expenses</b>	16,403	19,522	461	522	1,440	1,634	116	117
Fuels and Utilities	1,594	1,518	45	41	140	127	76	78
Telephone Service	14,809	18,005	417	481	1,300	1,507	123	122
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	111,089	136,555	3,125	3,650	9,752	11,432	133	130
New Autos/Trucks/Vans	49,897	57,025	1,404	1,524	4,380	4,774	142	139
Used Vehicles	27,265	34,037	767	910	2,394	2,849	113	110
Boats and Outboard Motor, Etc	6,428	7,407	181	198	564	620	193	192
Towing Charges	79	106	2	3	7	9	115	115
Gasoline	22,547	32,186	634	860	1,979	2,694	122	120
Diesel Fuel	237	291	7	8	21	24	155	149
Rented Vehicles	4,637	5,503	130	147	407	461	224	214
Automotive Maintenance/Repair/Other	25,340	33,798	713	903	2,225	2,829	135	133
<b>Total Specified Consumer Expenditures</b>	793,157	969,501	22,310	25,913	69,630	81,164	145	142



## Consumer Spending Patterns

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Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CE Survey).

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The Annual Aggregate (in 000's) is used to obtain the Annual Per Capita and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

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Current Year Estimates and Five Year Projections are produced by Claritas, Inc.



# Consumer Spending Patterns

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
0649278	Morgan Hill city		

### Project Information:

Site: 1

Order Number: 964993610



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